



JB Pritzker, Governor
Constance Beard, Chair
Chimaobi Enyia, Executive Director

100 West Randolph Street, Suite 7-801, Chicago, IL 60601
101 West Jefferson Street, Suite 3-525, Springfield, IL 62702

June 3, 2019

Dear Industry Member,

As you may be aware, the Illinois Liquor Control Commission is in the process of developing Administrative Rules regarding the topic of consumer promotions, coupons, instant rebates, and mail-in rebates.

The ILCC has identified several areas of concern on this issue. These areas of concern are included on the attached page. We acknowledge that there may be other areas of concern as well.

In our efforts to solicit input from all Illinois stakeholders, identify best practices from similarly situated regulatory bodies in other states, and to foster a positive working relationship with the ILCC, we are seeking your input on this issue. Accordingly, the ILCC invites you to submit written comments and concerns on this issue.

Only comments emailed to ilcc@illinois.gov will be considered at this time. Those comments should be on letterhead and sent as an attachment to the email address listed above. Please submit all comments by July 19, 2019.

Thank you in advance for your time and response on these matters. If you have any questions or comments, please let me know.

Best Regards,

Chima Enyia

Chimaobi Enyia
Executive Director
Illinois Liquor Control Commission

The following are areas of concern identified by the ILCC which you may want to consider when drafting your comments:

Instant Redeemable Coupon (IRC): Immediate discount at time of purchase.

Free Standing Inserts (FSI): Coupon placement is inserted within Sunday newspapers and requires the customer to cut IRC's away from other material to use.

In-Ad: Usually placed as a loose and separate ad within a newspaper or magazine. Also available as a flyer in the store.

On Product: Coupon placement is attached to the product (i.e., "neck hangers") or next to the product (i.e., "shelf talkers").

Cross-Product: Promoting one product on another product, by placing on product.

Printout: Printed out at cashier after purchase. Not an IRC, but to be used for a future purchase.

Product Displays: Coupon placed on a display and not on product themselves. Customer may tear off to use at point-of-purchase.

Digital: Can be printed out from website or email OR used via matrix codes with smartphones.

Electronic (Scanbacks): Non-printable coupons redeemable at cashier through retailer's scanning equipment (e.g., scanbacks"), including through customer's smartphone.

Mail in Redemption (MIR): After customer purchase, customer mails the rebate coupon with receipt to supplier and supplier (or third party) mails customer a check in the amount of the rebate offered.

Cross-Promotional: involves promotion of other product(s) targeted to the customers of a related product.

Smartphone App: Both IRC through a smartphone app (i.e., ibotta) and rebate through app by scanning receipt and customer accrues rebates in cash form deposited into an online banking account.